

**UTAH OFFICE OF TOURISM
BOARD MEETING AGENDA**
Friday, April 9, 2021 – 10:00am to 12:00pm
Virtual Meeting Via Zoom:

<https://us02web.zoom.us/j/86155655162?pwd=ZEN6RVJmVko2NnlzSkUwU0JkQU04QT09>

**Meeting ID: 861 5565 5162
Passcode: 907073**

1. Welcome & Introductions: Kym Buttschardt - 10:00 am
2. Approval of Minutes: Kym Buttschardt - 10:05 am
3. Managing Director Report: Vicki Varela, Managing Director, Utah Office of Tourism - 10:10 am
4. Red Emerald Case Study - 10:20 am
Steve Neeleman, Founder and Vice Chairman, HealthEquity
Julie Millard, General Manager, Zion Ponderosa Ranch Resort
Jake Millard, Sales and Marketing Manager, Zion Ponderosa Ranch Resort
5. Marketing Committee Report:
 - a. International update - 10:30 am
Rachel Bremer, Global Markets Director, Utah Office of Tourism
 - b. Ski+ and Southern Utah+ Winter Campaign updates - 10:50 am
Molly O'Neil, Strategist, Struck
Jonathan Smithgall, Vice President Digital Marketing and Media, Love Communications
Andrew Gillman, Tourism Creative and Content Director, Utah Office of Tourism
 - c. Zartico Update - 11:15 am
Denise Jordan, Marketing Analytics & Research Manager
 - d. Social Media - 11:30 am
Lizzy Duffy, Senior Strategist, Account Lead, Sparkloft Media
Elizabeth Piper, Senior Strategist, Influencers + Ambassadors, Sparkloft Media
Jaclyn Osterloh, Account Director, Paid Media + Analytics, Sparkloft Media
6. UTIA Update: Natalie Randall, Utah Tourism Industry Association - 11:45 am
7. Announcements/Upcoming Events – Board and Public - 12:00 pm

Meeting adjourned

The next board meeting will be held on May 14, 2021 on Zoom.

Red Emerald Strategic Plan Imperatives

1. Prioritize quality visitation, not simply quantity of visitors
2. Distribute visitation
3. Continue powerful branding
4. Enable community-led visitor readiness
5. Improve organizational effectiveness